

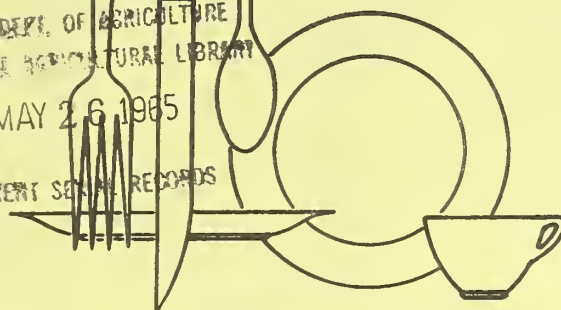
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FOOD PRE-VUE

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A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U. S. Department of Agriculture
Agriculture Marketing Service

December 28, 1964
F P -- 90

MEATS.....Meat supplies appear generally plentiful for shoppers in the early months of 1965. By December 1 refrigerated warehouse holdings had climbed to 685 million pounds, representing a 10% increase over a year earlier, and a sharp 52% greater than average. Beef supplies were up 39 million pounds, and pork 60 million pounds, compared with November 1 holdings. Other meats were 4 million pounds larger than a month earlier.

POULTRY and EGGS.....

In the four weeks ending December 2 marketings of broilers, based on liveweight slaughtered under Federal inspection in that period, were 3% greater than a year earlier. In January 1965 marketings are expected to run slightly above a year ago. As for turkeys, producers in 1964 raised an estimated 6% more birds than in the previous year and attractive consumer prices are expected to prevail. Cold storage holdings on December 1 totaled 272 million pounds--5% less than on December 1, 1963, but 15% above average. Egg production in 48 states on December 1 was about the same as a year earlier, and both numbers of layers and output per hen were also about equal to a year ago.

DAIRY..... Next year's production of milk will likely run about the same level as the 125.7 billion pounds expected for the 1964 total. Total stocks of dairy products in U. S. and commercial hands, though, are only about half last year's year-end stocks of 10.4 billion pounds of milk equivalent. Supplies through early months of next year will average lower than a year ago. However, commercial supplies continue to be ample for domestic demand.

FRUITS.....In the first half of the 1965 total supplies of fresh and processed fruits are expected to be substantially larger than in that same 1963-64 period. Supplies of fresh oranges and grapefruit are expected to show a sharp increase, due to rapid recovery of trees, particularly in Florida. Sharp increases in canned and frozen citrus juices from new packs are expected after the turn of the year. Sharply increased supplies of fresh citrus, especially oranges and grapefruit, are in prospect until next summer, due to larger crops in Florida and Texas. Total supplies of fresh deciduous fruits, mainly apples, pears, and grapes, are expected to be moderately larger from now until next spring than in that 1963-64 period.

Prospective supplies of canned fruits from now until mid-year are moderately greater than a year earlier. The 1964 pack of canned peaches, pears and fruit cocktail have set records, and new packs of various other items are higher by moderate to considerable amounts

The 1964 pack of frozen red tart cherries rang up a new record, and total supplies of dried fruits will again be large in 1964-65. Supplies of dried prunes are also up considerably, and the quantity of usable raisins may be full as large as last year. On December 1 stocks of fruits in cold storage totaled 580 million pounds--a fourth more than a year earlier and a tenth larger than average. On that same date holdings of frozen orange concentrate totaled 14 million gallons--26% smaller than a year earlier and 28% below average.

VEGETABLES.....Into mid-1965 supplies of canned and frozen vegetables are expected to be moderately smaller than the heavy volume of a year ago. Fresh vegetable supplies will be at the usual winter seasonal low. Potato supplies this winter will be much smaller than a year ago, and during the first half of the new year sweet potatoes will be again be in light supply. Through the winter months relatively high prices are in prospect for both potatoes and sweet potatoes. Acreage of winter crop tomatoes is considerably above last year, and substantially more celery is expected. More broccoli and spinach also is likely. But acreage of cabbage and carrots is down from a year ago, and prospective output of lettuce is off slightly. Production of late summer onions for storage and marketing over the next few months is substantially below a year earlier. Total canned vegetable supplies for marketing into mid-year are moderately below a year ago. Supplies of snap beans, beets, beets, green peas and sweet corn will be smaller, but asparagus, tomatoes and tomatoe products are expected to average at least equal to the heavy volume of a year earlier. Supplies of spinach are heavier. On December 1 stocks of frozen vegetables totaled 1 billion, 298 million pounds. That's 3% less than a year ago, but 19% above average.

NUTS.....Fewer supplies of edible tree nuts will be available in 1964-65 than in that period a year earlier, due mainly to the light pecan crop, which was only a little more than a third the size of the 1963 record harvest, although carryover stocks of pecans are larger than a year ago. The small 1964 crop of pecans though, more than offsets the moderate increases in almonds, filberts, and walnuts. As for peanuts, the latest crop roundup placed production at 2 billion, 193 million pounds of farmers' stock--8% above 1963 and a fourth above average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in this food campaign: INDUSTRY-GOVERNMENT CHERRY TIME PROMOTION - MONTH OF FEBRUARY

The following foods will be in plentiful supply during February: Red Tart Cherries, Apples, Canned Ripe Olives, Dried Prunes, Eggs, Broiler-Fryers, and Dry Peas